

# **PLANNING A SPECIAL EVENT :**

## **A Step-by-Step Guide for Planning Your Lewis and Clark Event**



Missouri Lewis and Clark  
Bicentennial Commission







# TABLE OF CONTENTS

What Is a Special Event? .....	3
Why Organize a Special Event? .....	3
The Name Game .....	4
Organization is the Key .....	4
Logistics .....	5
Budget...Show Me the Money .....	6
The Site Plan .....	8
Other Details to Consider .....	11
Staffing Plan .....	11
Public Relations .....	12
The Main Event .....	13
Follow Ups .....	13
Special Event Planning Calendar .....	14
Resource Guide .....	15
Additional Information .....	16







# WHAT IS A SPECIAL EVENT?

Festival, fair, happening, fiesta, carnival, celebration, party, gala—a special event can have many names, but what is it? An event is defined as

- a. Something that takes place; an occurrence.
- b. A significant occurrence or happening.
- c. A social gathering or activity.

It may sound fairly simple, but a successful special event requires careful consideration and planning. If done correctly, planning a special event can be a fun and rewarding experience.

To aid you on your quest for the perfect special event, this publication will cover the nuts and bolts involved in every special event as well as some specific information pertaining to planning a Lewis and Clark bicentennial event.



# WHY ORGANIZE A SPECIAL EVENT?

This will be the first question that you should ask yourself as you start the planning process. Every special event should have a clear objective or goal. This objective will make the entire planning process go more smoothly because it will give your efforts a focus.

People plan special events for a variety of reasons including the following:

- increase community spirit,
- display community uniqueness to others,
- change or better communicate an image,
- develop cultural skills and talents,
- generate revenue,
- celebrate a day or person, or
- provide fun activities for residents.

Before you start to plan your special event, it is important to think about why you and/or your community may want to organize an event.



## THE NAME GAME

Now the objective has been determined and we know why we are planning the event, but what do we call it and does it have a theme? These are the next questions that must be answered. A theme is what defines your event and will ultimately attract visitors. Deciding on a theme will also make each step of the process a little easier by providing a built-in focus.

Selecting a theme can also be a great marketing tool. Depending on the objective for your event, a theme may be relatively easy to determine. If you have decided to focus on a product, person or day that is special to your community, that in itself may be your theme.

For example, the town of Hartsburg, Mo. hosts an annual Pumpkin Festival each fall because several of the area farmers grow and sell pumpkins. The festival includes selling pumpkins, pumpkin themed games and even pumpkin foods. This type of theme is relatively easy to develop and is typically well received by the public. Even if the objective for your event does not easily lend itself to a theme, you should still consider creating a theme. For example, if your goal is to create revenue for a special community project, you can still develop your event around a theme — perhaps a patriotic theme or a heritage festival. The theme that you select should be integrated into every aspect of your event, including advertising, entertainment and activities that you plan on implementing.

The next important step is to decide on an appropriate name for the event. The name should be short and catchy. It also helps if it is easy to pronounce and spell. This will help the public remember your event and create interest in the event. A good name will last for years and will help convey the purpose of the event.

*what's in a*  

---

**NAME?**

## ORGANIZATION IS THE KEY

Now that the first few hurdles have been crossed, it's time to get to work. The first step will be to establish an organizational structure. An executive committee should be established, which consists of an event director or co-directors and the chairperson(s) for each of the functional committees. Each committee chairperson will be responsible for coordinating all committee activities and communicating the committee's progress to the executive committee. Depending on the event, a variety of committees will probably be needed. Some standard committees include programming, marketing, logistics and finance. Other committees may need to be added, depending on the types of activities that you want to include in your event.

The next step is to recruit individuals to fill these vital roles. It is important to recruit individuals from a variety of backgrounds in order to form a well-balanced team or committee. It is also important to consider very carefully whom to ask for assistance. Each person should have an interest in the success of the event, as well as time and energy to dedicate to this project.



# LOGISTICS

The logistics for any event can be overwhelming. There are lots of details that should be considered as the planning process begins for the event.

The first logistical challenge is to select the date for your event. It will be important to check with local organizations to find out what they are planning for the future. If at all possible, the event should be scheduled when there are no other activities going on in town or in the neighboring towns. This will eliminate some of the competition that the event might face. For example, you wouldn't want to have an event on the same night the local baseball team has a game or during the same week as the festival that the neighboring town is holding because the attendance at your event will suffer. You will also want to consider time of year and the weather that goes with each season. It may be too hot in July for your event and too wet in April.

In the case of a Lewis and Clark event, it will be important to consider historically significant dates that coincide with when Lewis and Clark would have been in your area. It will also be important to consider when additional Lewis and Clark-related displays and re-enactors are available. These components could be important to your event.

The next big decision is to determine the location for the event. Most festival type events are conducted in outdoor venues. As research begins on appropriate locations, there are several factors to consider. These include the following:

- expected attendance;
- restroom facilities;
- special facilities for your event (i.e. open areas for re-enactments);
- parking space;
- electrical hook-ups for vendors and other equipment;
- conveyance/visibility; and
- availability on date of your choice.

Locations that are often considered include city parks, town squares, fairgrounds or schools.

Now that you have the biggest questions answered, the fun can really begin. Once the date and location are selected, your committee(s) can start to brainstorm about what the event needs to include. As the brainstorming process begins, it is important, at least initially, to remember that there are no bad ideas. It is often easier to make a wild idea workable than to make a workable idea fun and exciting.

Once you have a list of ideas for your event, you can start to investigate which options will work best for your community. The possibilities are truly endless. Activities that might be considered include craft exhibitors, food contests, carnivals, horseshoes, historical demonstrations (weaving, sheep shearing, cooking, etc.), storytelling or other theatrical shows, live music, kids games, archery, parades, and on and on. It will be impossible for you to have every activity at your event so you will have to refine your list into feasible ideas and ideas that are out of reach. As you begin to form the list of activities that will make up your event, you should include a variety of activities that will suit all types of people. It will also be important to select events that will work well at your selected location.



# BUDGET...SHOW ME THE MONEY



Once an outline of activities has been determined for the event, it is time to start thinking about budget. This may be one of the most challenging parts of the planning process. As with any budget, you will need to include expected expenses and income in order to have a good picture of the “Bottom Line.” The best place to start will be with expense estimates for your event plan because this will show you how much money you will need to raise in order to meet your financial goals for the event. There may be props, equipment, signage etc. that you have to purchase in order to make your event a success. You should start to put together a list of items that will be essential for your event. It may be easiest to start at the top of the list of activities that have been selected and make a list of all supplies and equipment that will be needed for each activity.

Once you have established your list, you can identify things that might be donated through local businesses. Examples might include the local lumberyard donating lumber for picnic tables or the newspaper donating paper for craft projects or even printing services. Then you should identify the items that the event committee will need to purchase prior to the event. Many of these items may require research into sources and cost. These items should be divided up among the group members, who can then report the findings of their research back to the group.

Once you have established a good estimate of the items and related expenses that are associated with the event, you can begin to research possible funding sources. There are actually several options for event funding, including sponsorships, grants, donations, entrance fees, food and beverage sales and booth rentals, as well as many others. Some of these options obviously will not be available until the actual event occurs, but there are several options that can still be explored for preliminary funding or seed money. Your group may decide to hold some smaller money-making events as a way to raise money. Some examples might be a benefit meal like a chili supper or a raffle contest featuring donated prizes from area businesses and individuals.

There may also be sponsorship opportunities for your event. Many local, regional and national companies have money set aside for sponsorship of events that enhance local communities. Companies will often give money and/or an in-kind donation to a special event in exchange for having the company name and/or logo associated with the event. Companies may choose to sponsor the overall event or to sponsor one specific aspect of the event, such as the children’s craft area.

There are several ways to find sponsors for your event. The first step is to create a sponsorship packet that includes information regarding the goals for the event and an overview of how



those goals will be met. It should include information about estimated attendance, types of activities, other sponsors of the event, benefits of sponsorship (i.e. booth space at event, amount of exposure in media etc.) and sponsorship options.

This packet can then be sent or delivered to a variety of businesses both local and state-wide. Good sources for business listings are the convention and visitors bureau, merchants association and chambers of commerce. It is always a good idea to follow up this mailing with a personal call to discuss the options available.

Other sources of funding that may be available to your group are grants, donations and loans. There are a variety of sources for these types of funding in every community. There may be private foundations that provide funding. Other places to look might include area banks, electric cooperatives, county government and local gas or phone companies. A list of possible funding sources is provided in the appendix of this document.

Other sources of income that will need to be addressed at sometime include admission fees, food, beverage and/or merchandise sales, booth rentals and other income that may result from the event itself. Many community events are free and open to the public. However, there are other events that charge an admission fee. This may be as small or as large as you like, but it is crucial to keep it affordable. If you decide to charge an admission fee, it will be important to consider how you will regulate the fee collections. Meaning, are the festivities taking place in a building or an enclosed area that will restrict the flow of people? If not, it may be hard to collect the admission fee from all visitors.

There are also money-making opportunities available in the food and beverage area as well as other vendors. There are several options open to you in this regard. You may opt to charge all vendors (food and merchandise) a flat rental fee for their booth space and then the vendor keeps all proceeds. This is by far the easiest method for all parties, but may or may not make the most money sense. Another option would be to waive the booth rental fee for a portion of the booth sales. This method is much more variable. If there is small attendance, then sales will probably be smaller. So your income from the booths would be smaller. On the other hand, if you draw a large crowd, then sales will be up and so will your profit. It is difficult to predict attendance, so this method is a bit more unpredictable. Still another source of income might be from entrance fees for judged contest during the event. For example, it may cost \$5 to enter the costume contest or \$25 to enter the canoe race.





# THE SITE PLAN

Now that you have established all of the essentials for your event including a budget, it is time to start looking at the specifics for your event location. This will be the most time consuming portion of the event planning process—but it is the key to a successful event. The site plan for your event should include a variety of information including schedule of events, a clearly labeled map of the event grounds, traffic control and parking information, electrical requirements, food and beverage requirements and regulations, staffing plan and anything else that refers to the logistics for the event.

The first logistical thing to consider should be the expected attendance. This will allow you to begin thinking about the physical needs of your event including restrooms, parking and traffic flow. There are no scientific methods for calculating attendance at an event. There are lots of factors that can influence that number like the weather, cost, location and amount of publicity. Think about the number of people that reside in town and the surrounding area. You can also look at attendance figures for events similar to yours in neighboring towns. Once you have your attendance goal or estimate, you can start to crunch the numbers and make things happen.

The next step is to locate or create a map of the event grounds. This map will be used for a variety of purposes including serving as the basis for many of the logistical decisions that you must make prior to the event. This map will literally help you get a picture of how the event grounds will look and how the event will function. You will be able to identify facilities for each activity, locations for restrooms, parking areas and entrance gates, as well as mark traffic flow for the event. Once you have the map, you should start to identify and label each of these components on the map (or a copy of the map). See the site plan used for the Missouri Department of Natural Resources Earth Day 2003 event on following page.

The next step is to create your schedule of events. It may seem early for this step of the process, but it will help you make better traffic flow estimates and ensure that you have plenty of space, workers and equipment for all activities. The exact times do not need to be established at this time, but a general timeframe will be helpful. As you start to place activities on the schedule for the event, it is important to also decide on a location for the activity. When deciding on a location, you should consider space requirements as well as electrical requirements. For example, a sheep shearing demonstration will need a fenced area for the sheep while a fiddle contest might need a stage. It is also important to leave plenty of time before each event for set-up and after each event for clean up of the area.

Another logistical detail that is often overlooked deals with traffic control and parking. The majority of your visitors will arrive by car. They will need a safe, convenient place to park and someone to direct them to this spot. It will be unlikely that the location for your event will have ample parking for all visitors. You will probably need to look at nearby fields or school parking lots. Depending on the location, you will probably need signage from all entrances that direct people to the parking. You will also need volunteers to assist with parking cars. It may be possible to recruit local Boy Scouts or Girl Scout troops to assist with this. Another option for assistance may be the city or county police auxiliary or cadets. If the parking is not located near



*Missouri River*

LOHMAN BUILDING

WATER ST.

Senate Parking Garage

Restrooms

MAIN STAGE

Exhibits/Video

Restrooms

UNION HOTEL

Elizabeth Rozier Gallery

MAUS HOUSE

GARDEN STAGE

PICNIC AREA

JEFFERSON ST.

SEVATE DR.

BUS LOADING/UNLOADING

CAPITOL AVE.

Numbered locations: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28.

1. <b>Cooler Corral</b>	16. <b>Water</b> , Public Drinking Water Program*
2. <b>Information Tent</b>	17. <b>Deutschheim State Historic Site/Stream Table</b> , Division of State Parks*
3. <b>West Nile Virus Display</b> , Dept. of Health and Senior Services	18. <b>Boat</b> , Missouri State Water Patrol
4. <b>Cotton Seed</b> , Dept. of Agriculture	19. <b>Enviro-Van, "What's In Water?"</b> , Lincoln University
5. <b>Aquatic Touch Table and Microscopes</b> , Runge Conservation Nature Center	20. <b>Archaeology &amp; Native Americans along the Missouri River</b> , Missouri Army National Guard
6. <b>Crossword Puzzles/Water Search</b> , Air Pollution Control Program*	21. <b>Free Trees</b> , Dept. of Transportation
7. <b>Water Festival Area</b> , University of Missouri Outreach and Extension	22. <b>Environmental Commitment Classroom Project Posters</b>
8. <b>Solar House Team</b> , University of Missouri – Rolla	23. <b>Twister Game/Recycled CD Art</b> , Hazardous Waste Program*
9. <b>Brain Gauge Game</b> , Water Pollution Control Program*	24. <b>First Aid/Bicycle Safety</b> , State Park Ranger Program*
10. <b>Aquarium and Mapping Activities</b> , U.S. Geological Survey	25. <b>Environmental Emergency Response Truck</b> , Environmental Services Program*
11. <b>Lewis and Clark Animal Rescue Relay Game</b> , Office of Administration Recycling Program	26. <b>Solar Car Team</b> , University of Missouri – Rolla
12. <b>Bean Bag Toss</b> , Geological Survey and Resource Assessment Division*	27. <b>Just Passing Through (Watershed Management)</b> , Outreach and Assistance Center*
13. <b>Lewis and Clark Interpretation</b> , City of Jefferson Lewis and Clark Bicentennial Task Force	28. <b>Recycled Craft Tent/Temporary Tattoos/Prizes</b>
14. <b>Panning for Gold and Gems</b> , Land Reclamation Program*	
15. <b>Enviroscope</b> , Soil and Water Conservation Program*	

\* Missouri Department of Natural Resources



# **OTHER DETAILS TO CONSIDER**

## **FACILITIES**

The number of portable toilets needed to rent for your event should be determined. Most companies that rent portable toilets will be able to help you determine the number of units you will need for your estimated attendance. They should also be able to look at your site map and determine logical locations for all restroom facilities. It is recommended that a portion of the toilets that you rent be accessible to persons with disabilities.

## **FIRST AID/EMERGENCY PLAN**

This detail is often easy to forget, but it is important for large events. You will need to have a first aid station located on the event grounds that is open during the same hours that the event is open. This station should be staffed with a nurse or other emergency medical personnel. You should also have one or more ambulances on site during your event. Your local emergency medical response team or fire department should be able to help you determine exactly what types and how much emergency response personnel and equipment you need on site.

## **INSURANCE**

The next logistical step is insurance for the event—liability insurance to be exact. Every special event must have liability insurance to protect against any claims that may arise. There is a good chance that nothing will happen, but in this day and age, you can never be too careful. An insurance representative can help you determine the minimum amounts that you will need. Depending on the location of the event, you may be able to purchase a rider off of the local city or county insurance policy. It may also be possible to purchase coverage based on a local community group such as the Lions club or Knights of Columbus. Regardless of the method you choose to acquire your policy, it is essential that it be in place for the duration of the event, including set-up and tear down days.

## **RIVER ISSUES**

In the case of a Lewis and Clark event, it may be important to your community to include the river in your event plan. Perhaps the Missouri Department of Conservation has agreed to bring its dugout canoe out on the water or maybe a group of re-enactors will be on or near the water. If your event is featuring a water component, there are several things that you will need to consider as you create your event plan. You will need to keep the public safe around the water, which may mean additional staff to help monitor this area. The Department of Conservation oversees most of the public river access points along the river. Check with them regarding any special requirements. It will also be important to contact the Missouri State Water Patrol and/or the U.S. Coast Guard to apply for applicable permits, request assistance or find out their rules and regulations regarding the river. If your event will be held in a state park such as Katy Trail State Park or Lewis and Clark State Park, you will need to contact the Missouri Department of Natural Resources for permit and insurance information.



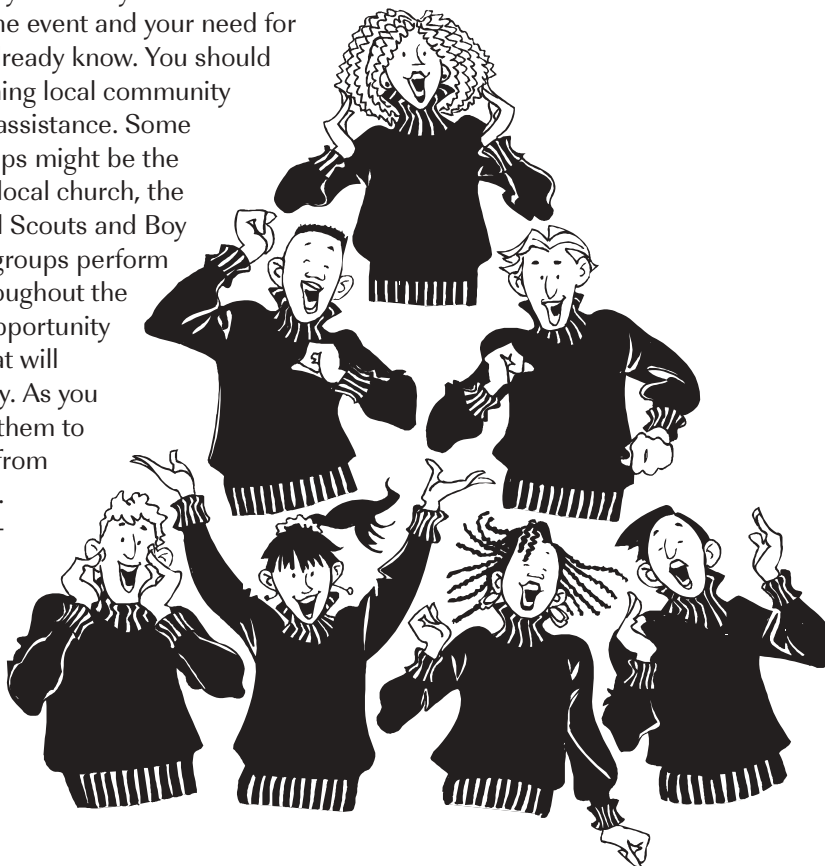
## STAFFING PLAN

You should now be getting a pretty good picture of how your event will look and run. The next step in the process is to create a staffing plan and seek volunteers to work at the event. Typically a special event of any size will require lots of volunteers. It is never too early to start recruiting help for the event. Once you have your schedule of events and the rest of your site plan in place, you can begin to identify where you will need volunteers and how many workers you will need for each portion of the event. Try to schedule people in shorter shifts of time. It may be easier to get a person to commit to working two or three small shifts of two hours each than it would be to get them to commit to one block of five or six hours.

Once you have an idea of how many people you will need to carry off your event, you can start recruiting. There are lots of options for recruiting volunteers. You should start to pass the word by mouth to all of your family and friends. It is much easier to sell the event and your need for help to someone you already know. You should also consider approaching local community and church groups for assistance. Some examples of these groups might be the ladies auxiliary at your local church, the Jaycees or even the Girl Scouts and Boy Scouts. Most of these groups perform community service throughout the year and what better opportunity than a special event that will benefit their community. As you secure volunteers, ask them to recruit additional help from their family and friends.

You can also advertise your need for volunteers. The local paper, TV station and/or radio station may help you do this through a public service announcement (PSA) or on their local community calendar.

Additional advertising can be done in the form of posters and fliers that are placed throughout your town and the surrounding area.





# PUBLIC RELATIONS

The success of your event depends not only on your planning, but also the amount and type of public relations or marketing that is conducted for the event. When you are in the process of getting organized, a marketing committee should be one of the groups formed. Members of the marketing committee should feel comfortable speaking in front of people and should be well informed about all aspects of the event. This will allow them to speak about any topic related to the event with confidence. If you have volunteers that have experience with the media, it would be helpful to have them on this committee.

The committee must identify what information the public will need about your event and a means by which to reach them—this is often done with a marketing plan. The marketing plan should include the who, what, when and where for the event.

**WHAT:** This is the information that you want to publicize. In this case, it will probably include general information about the event.

**WHO:** A target audience should be identified for your event. This is a group of people (a demographic) that share similar social or economic traits that you are going to focus your marketing efforts toward in an effort to get them to attend your event. For example, your target audience might be families with small children.

**WHEN:** The “when” should be a time line of when you want to implement each marketing activity. It might also be helpful to list applicable deadlines for publications that you want to target.

**WHERE:** The “where” of a marketing plan should include all types of media available in the area that have the same demographic or target audience as the event. Other useful information might include contact information for each media source. Brochures, magazines, newspapers, radio, and television are all effective avenues by which you can address your audience. There are also many free options for public relations including club newsletters, community calendars and Web pages, promotional fliers and posters, letters to the editor and press releases.

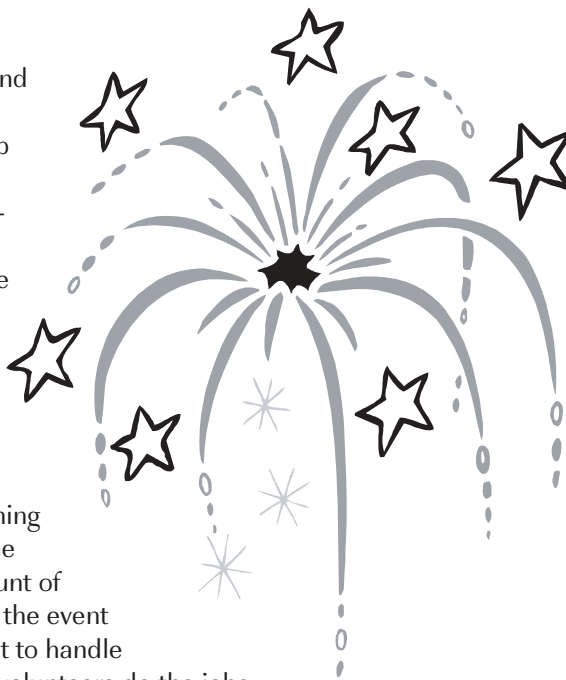
Establishing an organized public relations campaign can greatly increase awareness of your event and can generate a positive image as well. The work of the marketing committee will start when the initial planning begins and will not end until the event is over. It is never too soon to start spreading the word about your event. Each community has different media venues available and only you know what the most effective options are for your area.

The marketing committee will also be essential during the event to update the public on any other last minute decisions or changes that are made concerning the event. They will also be helpful in case of emergency. If there are problems during the event, it is important to have a spokesperson that can remain calm and present the facts to the various media outlets in a clear and concise manner.



## THE MAIN EVENT

The months of planning are finally done and the big day has arrived. There will be lots of things that are required in the week leading up to the event including radio and television interviews, set-up of rented equipment, confirmation of volunteers, posting of signs, etc. However, the actual day of the event should be a little more relaxed. You should be confident that your planning and promotional efforts will ensure that everything goes well. Everyone on the planning committee will probably have areas that they will be responsible for during the actual event (for example making sure the vendors are set-up or confirming that judges are on time), but the majority of the work is now over. Just remember that no amount of planning will ensure that every single detail of the event will occur without incident. It will be important to handle problems as they arise and to let your staff of volunteers do the jobs that are assigned to them. Now...Try to sit back and enjoy the day—you have earned it!



## FOLLOW-UPS

The actual event will be over before you know it. It is important to “wrap-up” the event as soon as possible. This will probably include balancing all financial paperwork including reimbursements and vendor payments. It will also be important for you to thank all those who helped make the event happen. Although the planning committee did a lot of work, the event probably would not have occurred without the help of numerous volunteer and donations. Don’t forget to thank all of those people and/or businesses. This can be done with a simple thank you letter, a small gift or even a special party for all those involved.

It will also be helpful to survey those who worked on the event about things that can be changed for next year. The planning committee and volunteers should be asked to provide input on all areas of the event from concession operations to parking to publicity. Everyone has valid ideas and all suggestions should be considered when the planning process begins for the next event.

That said...It is never too soon to begin planning for next year. Review the surveys that the committee and volunteers completed and this will give you numerous ways to improve your event. Select your new committee and start planning!



# SPECIAL EVENT PLANNING CALENDAR

## SIX-12 MONTHS OUT

- Evaluate previous event surveys, if applicable
- Compile improvement suggestions
- Get organized—select chairperson(s), committee members, etc.
- Form committees (programming, marketing, logistics, finance, etc.)
- Select name and/or theme
- Select event date
- Determine event location
- Create tentative schedule of events
- Create initial budget for event
- Create list of supplies, equipment, etc. needed
- Create sponsorship packet and begin to identify potential sponsors
- Identify potential food and beverage options (vendors, community groups, etc.)
- Begin to develop marketing plan and appropriate marketing tools (press release, news articles, fliers)
- Book entertainers and/or re-enactors
- Identify staffing/volunteer needs
- Begin to develop site plan

## THREE — SIX MONTHS OUT

- Finalize marketing plan and begin implementation
- Produce and distribute promotional material (press releases, fliers, brochures)
- Contact potential sponsors and follow-up as needed
- Finalize site plan
- Order all rental equipment for event (portable toilets, tents, fencing, etc.)
- Finalize schedule of events
- Create first aid/emergency plan

- Obtain insurance coverage for event
- Finalize staffing plan and begin recruiting volunteers
- Contact local support agencies for assistance (telephone company, trash removal, police and fire departments)

## TWO MONTHS OUT

- Continue to recruit and schedule volunteers
- Continue to implement marketing plan
- Confirm all contracts (for equipment and with vendors)
- Update budget, as needed

## ONE MONTH OUT

- Finalize staffing plan
- Finalize local support agency assistance (city, trash removal, fire/police assistance, etc.)
- Arrange for training sessions for all volunteers and/or staff
- Promote, promote, promote

## DAY OF THE EVENT

- Be available for publicity via television or radio interviews
- Handle issues as they arise
- Enjoy the event!

## ONE MONTH AFTER THE EVENT

- Survey volunteers and/or staff
- Write an evaluation of the event
- Recognize all volunteers for their help



# RESOURCE GUIDE

The following contact information will help direct you to sources of additional information regarding special event planning.

## FUNDING OPTIONS

### **Lewis and Clark Bicentennial Sourcebook**

The U.S. Department of Interior's sourcebook has been compiled to assist states, tribes and communities in locating potential and existing sources of federal, state and philanthropic support for bicentennial projects. Visit [www.doi.gov/sourcebook/bicentennialsourcebook.pdf](http://www.doi.gov/sourcebook/bicentennialsourcebook.pdf) for more information.

### **Missouri Department of Conservation-Lewis and Clark Conservation Grants**

This grant program is designed to distribute funds in amounts up to \$15,000 to communities interested in conducting an event, or initiating a project, associated with the commemoration of the Lewis and Clark Expedition. A core component of the program is to encourage the study of the Lewis and Clark Expedition and, specifically, how it connects citizens with the natural resources of the state. For more information, visit the Missouri Department of Conservation's Web site at [www.mdc.state.mo.us/programs/grants/](http://www.mdc.state.mo.us/programs/grants/) or call (573) 522-4115.

### **Missouri Arts Council-Funding Programs**

The Missouri Arts Council provides financial and technical assistance to nonprofit, tax-exempt, Missouri-based organizations to fund arts projects for the people of Missouri through a comprehensive array of granting programs. For more information, visit the Missouri Arts Council Web site at [www.missouriartscouncil.org](http://www.missouriartscouncil.org) or call toll-free 1-866-407-4752.

### **Missouri Department of Economic Development**

The community development group offers over 15 tax credit and grant programs to specifically meet the needs of not-for-profit organizations, community groups and local government in areas such as infrastructure improvement, housing and community facilities. For more information, visit the Missouri Department of Economic Development Web site at [www.ded.state.mo.us](http://www.ded.state.mo.us) or call (573) 751-4962.

### **Ameren Corporation**

Each year, the Ameren Corporation Charitable Trust donates millions of dollars to programs in education, services for the youth and elderly and the environment. For more information, visit the Ameren Corporation's Web site at [www.ameren.com](http://www.ameren.com) or call 1-877-4AMEREN, ext. 42789 to locate your local Ameren office.

### **Missouri Humanities Council**

The Missouri Humanities Council awards grants in support of locally generated programs that fulfill the aims of its Cultural Heritage Development and Many Faces of Missouri program lines. For more information, visit the Missouri Humanities Council Web site at [www.mohumanities.org/programs/grants/index.htm](http://www.mohumanities.org/programs/grants/index.htm) or call toll-free 1-800-357-0909.



# ADDITIONAL INFORMATION REGARDING LEWIS AND CLARK

## **Missouri Lewis and Clark Bicentennial Commission**

100 Jefferson St., Suite 200,  
Jefferson City, MO 65101  
Toll-free: 800-334-6946 • General: (573) 522-9019  
Fax: (573) 522-9017  
Web: [www.lewisandclarkmo.com](http://www.lewisandclarkmo.com)  
E-mail: [lewisandclark@dnr.state.mo.us](mailto:lewisandclark@dnr.state.mo.us)

## **National Council**

### **of the Lewis and Clark Bicentennial**

P.O. Box 11940, St. Louis, MO 63112-0040  
Toll Free: 888-999-1803 • General: (314) 361-9031  
Fax: (314) 454-3162  
Web: [lewisandclark200.org](http://lewisandclark200.org)  
E-mail address: [bicentennial@lewisandclark200.org](mailto:bicentennial@lewisandclark200.org)

## **Community Support Contacts**

### **Missouri Chamber of Commerce**

P.O. Box 149, Jefferson City, MO 65102  
(573) 634-3511  
web: [www.mochamber.org/](http://www.mochamber.org/)

### **Missouri Association**

#### **of Convention and Visitor Bureaus**

P.O. Box 445, St. Joseph, MO 64501  
Toll Free: 800-785-0360 • General: (816) 233-6688  
Web: [www.macvb.net](http://www.macvb.net)  
E-mail address: [info@macvb.net](mailto:info@macvb.net)

### **Missouri Association of Fairs and Festivals**

941 E Rodney, Cape Girardeau, MO 63701  
(573) 334-9250 • (573) 270-0898  
Web: [www.mofairsfest.org/index.html](http://www.mofairsfest.org/index.html)

## **State and Local Government on the Net**

Web: [www.statelocalgov.net/mo.htm](http://www.statelocalgov.net/mo.htm)

## **Logistical Information**

### **National Rural Electric Cooperative Association**

4301 Wilson Boulevard, Arlington, VA 22203  
General: (703) 907-5500  
Web: [www.nreca.org](http://www.nreca.org)  
E-mail address: [nreca@nreca.coop](mailto:nreca@nreca.coop)

### **AmerenUE**

St. Louis Area - (314) 342-1111  
All other customers - 800-552-7583  
Web: [www.ameren.com](http://www.ameren.com)  
E-mail address: [SolutionsCenter@ameren.com](mailto:SolutionsCenter@ameren.com)

## **Missouri Press Association**

802 Locust St., Columbia, MO 65201-7799  
(573) 449-4167  
Fax: (573) 874-5894  
Web: [www.mopress.com/](http://www.mopress.com/)

## **Missouri Public Service Commission**

Public Information Office  
Governor Office Building  
200 Madison Street; PO Box 360,  
Jefferson City, MO 65102  
Toll Free: 800-392-4211 • General: (573) 751-3234  
Web: [www.psc.state.mo.us/](http://www.psc.state.mo.us/)  
E-mail address: [pscinfo@psc.state.mo.us](mailto:pscinfo@psc.state.mo.us)

## **Missouri State Highway Patrol**

P.O. Box 568, Jefferson City, Missouri 65102  
(573) 751-3313  
Fax: (573) 751-9419  
Web: [www.mshp.state.mo.us/](http://www.mshp.state.mo.us/)  
E-mail address: [mshppied@mshp.state.mo.us](mailto:mshppied@mshp.state.mo.us)

## **Missouri Department of Insurance**

Division of Consumer Affairs  
PO Box 690  
Jefferson City, MO 65102-0690  
(573) 751-2640  
Web: [www.insurance.mo.gov/](http://www.insurance.mo.gov/)  
E-mail Address: [askmdi@mail.state.mo.us](mailto:askmdi@mail.state.mo.us)

## **Missouri Department Conservation**

PO Box 180  
Jefferson City, MO 65102-0180  
(573) 751-4115  
Web: [www.conservation.state.mo.us](http://www.conservation.state.mo.us)

## **Missouri Department of Natural Resources**

Division of State Parks  
P.O. Box 176, Jefferson City, MO 65102  
Toll free: 800-334-6946 • General: (573) 751-2479  
Fax: (573) 751-8656  
Web: [www.mostateparks.com](http://www.mostateparks.com)  
E-mail address: [moparks@dnr.state.mo.us](mailto:moparks@dnr.state.mo.us)

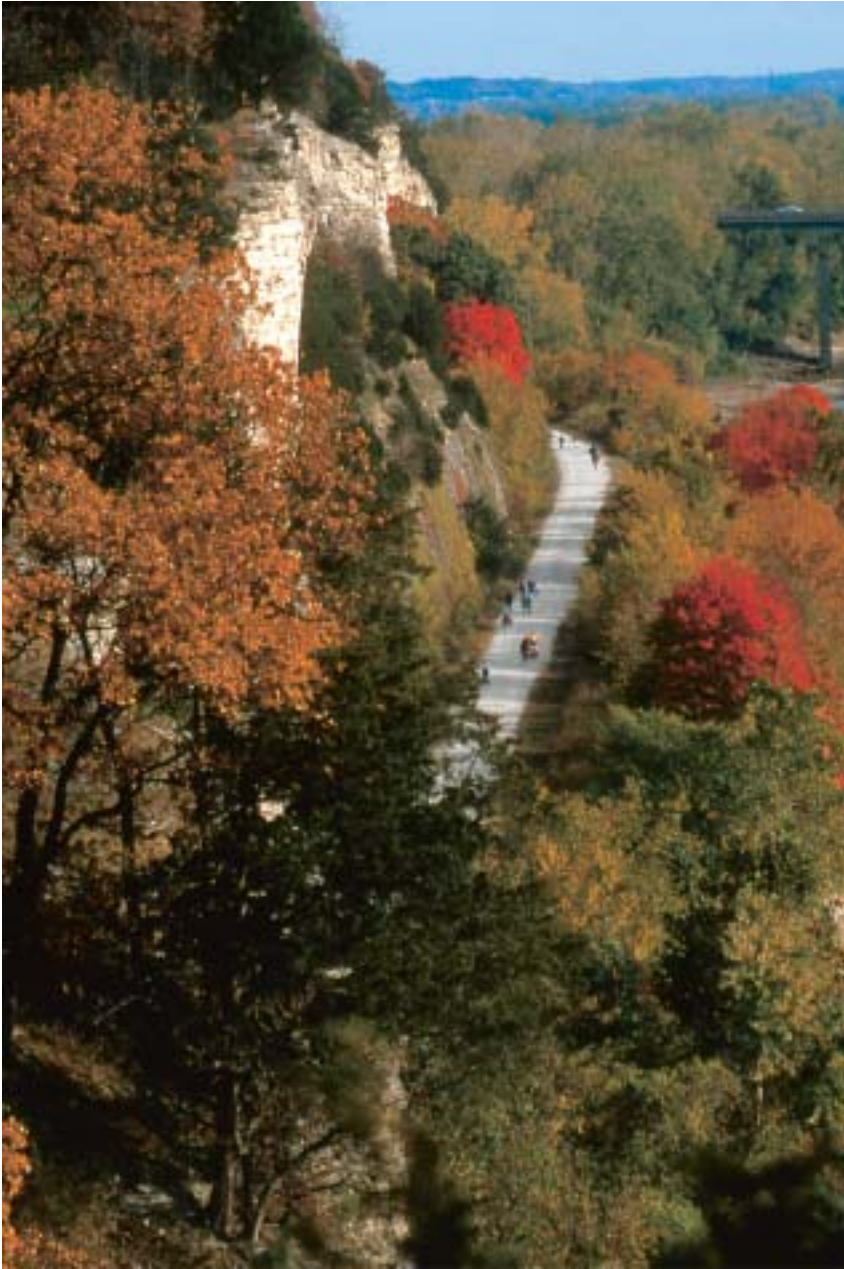
## **Missouri State Water Patrol**

P. O. Box 1368, Jefferson City, MO 65102  
Phone: (573) 751-3333  
Web: [www.mswp.state.mo.us/](http://www.mswp.state.mo.us/)  
E-mail address: [BoatInfo@mswp.state.mo.us](mailto:BoatInfo@mswp.state.mo.us)









Katy Trail State Park is an excellent way to follow Lewis and Clark's path across Missouri.